

Project #4

Social networking refers to the creation of both personal and organizational relationships in an interactive environment, with the aim of building a network. It involves connecting with others who share common interests or goals through online platforms. Social media involves the use of web-based technology to facilitate the sharing and consumption of ideas, opinions, and information. It revolves around building virtual networks and communities.

1. In Lego website I have found that this platform allows users to create profiles, share their robot creations, and connect with fellow builders. The website has features like Profile Creation, Sharing Creations, Interactivity with 3d building and Compatibility. Users can set up profiles, show their interests, skills, and achievements. Builders can post their robot designs and share building instructions. However, Lego's social networking features should have clear guidelines on acceptable behavior. Lego can have an AI driven content moderation to clear harmful contents. Lego must prioritize user privacy and transparency. Ensuring data protection features will build trust in its community. And staying informed regarding global privacy regulations will align its practices with standards.
2. As a new owner of Lego will be very exciting to learn about robotics and programming. Lego provides all necessary instructions and products what a new owner will need to create a robot. A new owner should unbox the Lego Mindstorm set and see all the components, including sensors and motors. And then owner should Follow the instructions carefully to assemble your first robot. By installing the Ev3 app you can program your robot. Also, Lego has their social networking platform where you can share your buildings and join forums and get an idea how others had built their robots. They also have online tutorials where you can watch a video which will help you to understand how to build a robot and its concepts.

3. The Lego Mindstorms community members play an important role in creating value for Lego through their active participation. The five ways in which Mindstorms community members create value for Lego are:

- Educational contents and tutorials: Community members share educational content, including tutorials, guides, and videos. They share their experience of building techniques, programming tricks etc.
- Creation of new robots: Members help to create and design new robot models by providing feedback and suggestions.
- Testing and Feedback: Mindstorms community always tests existing robots and programming to ensure there is issues.
- Competitions and events: The Mindstorms community hosts robot competitions and challenges. Which helps members attract new users and promote the brands.
- Sharing creations: Community can share their creations in Lego website or app. By sharing their creations encourages others to build their robots.